

Footfall Report for: Broadmead BID

Weeks This Month: 4
Weeks Last Month: 5

Monthly Footfall Counts

	Year to date % YoY		This month % YoY		This month % MoM	
	2025	2024	2025	2024	2025	2024
Broadmead BID	-2.9%	-5.7%	0.9%	-13.1%	5.9%	-4.5%
South West	-2.6%	-3.4%	-0.5%	-6.4%	-1.4%	-8.8%
High Street Index - BDSU (BDSU - Comparison)	1.7%	-0.2%	-1.0%	1.3%	3.7%	3.6%
UK	0.2%	-0.8%	-2.3%	-0.8%	2.2%	-0.1%

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

Headlines

The total number of visitors for the year to date is 9,637,853 which is 2.9% down on the previous year.

The total number of visitors to Broadmead BID in month commencing 5 October 2025 was 917,133.

The busiest day in month commencing 5 October 2025 was Saturday 1 November with 59,425 visitors.

The peak hour of the month was 14:00 on Saturday 1 November 2025 with footfall of 6,714.

Footfall Counts by month



■ This Month
 ■ Previous Month
 ■ Previous Year
 ■ 2 Years Ago

Figures shown below are calculated using monthly totals.

Weather



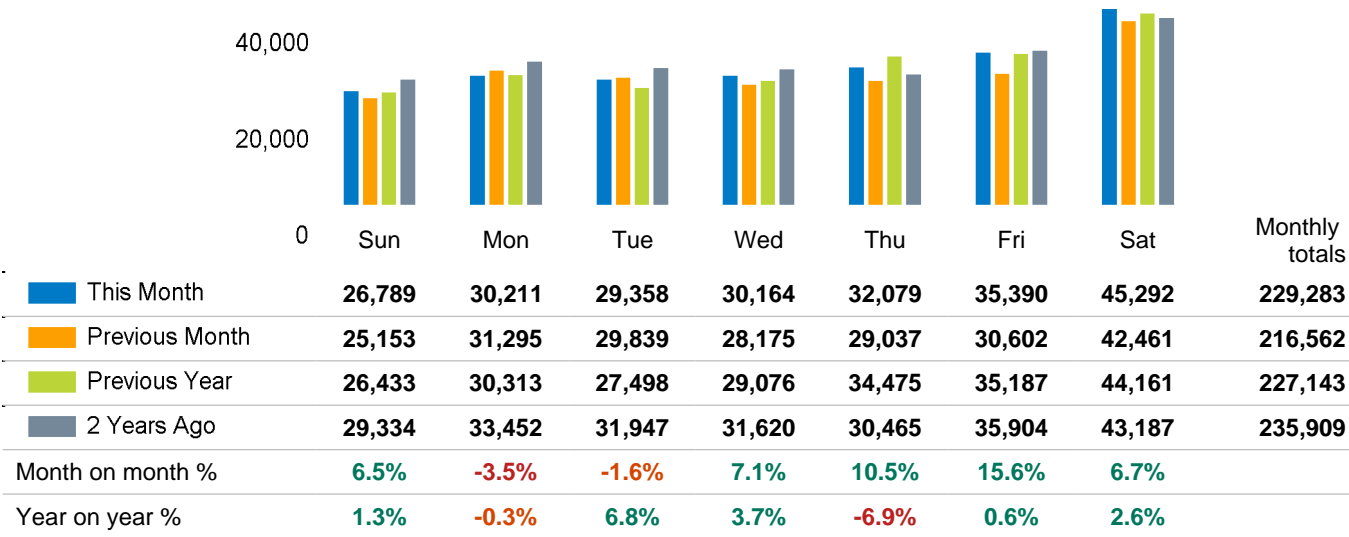
Number of days October 2025	7	19	2	
Number of days October 2024	9	17	2	
Number of days October 2023	13	11	2	2

Average temperature

	Maximum temperature	Minimum temperature
2025	15°	9°
2024	16°	9°
2023	16°	8°

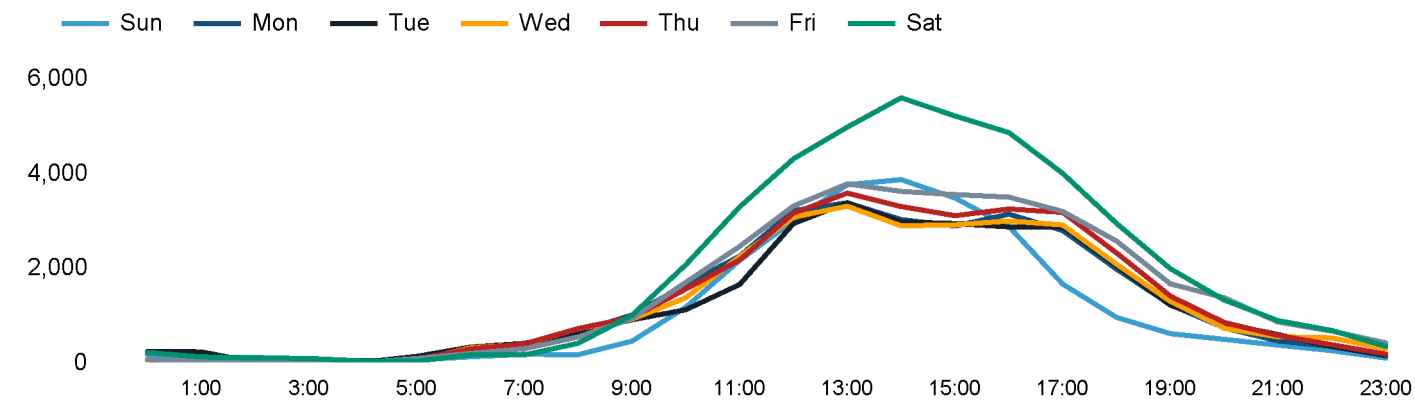
Football Counts by day

The figures shown below are calculated using weekly averages.



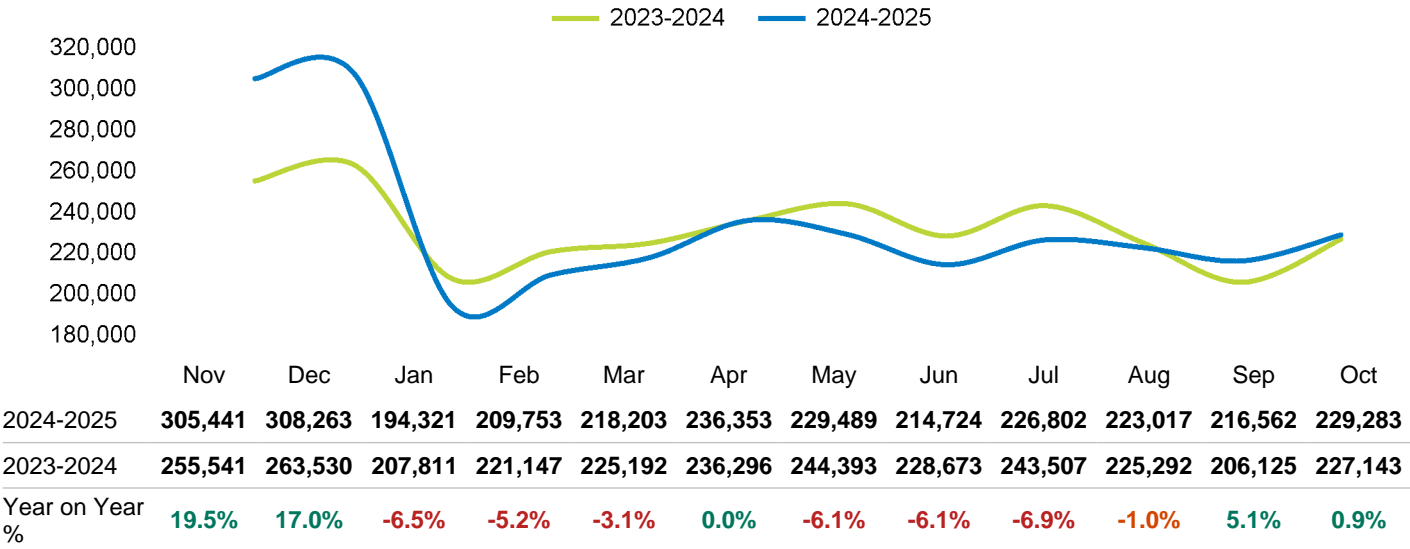
Football Counts by hour

The figures shown below are calculated using a weekly average



Footfall Counts - rolling 12 months

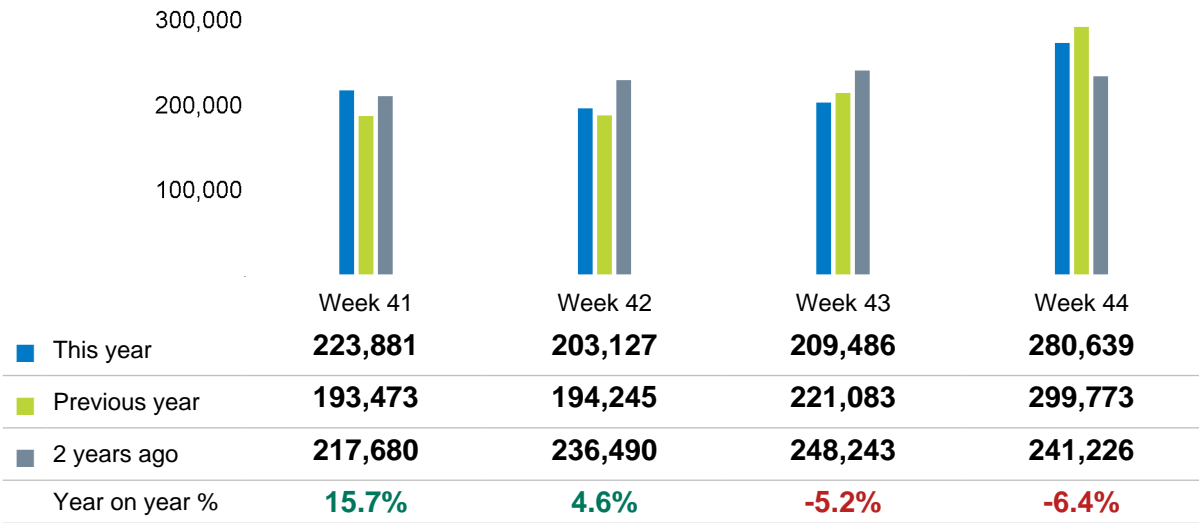
The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2024-2025 period with the 2023-2024 period i.e the figure for October compares October 2025 to October 2024

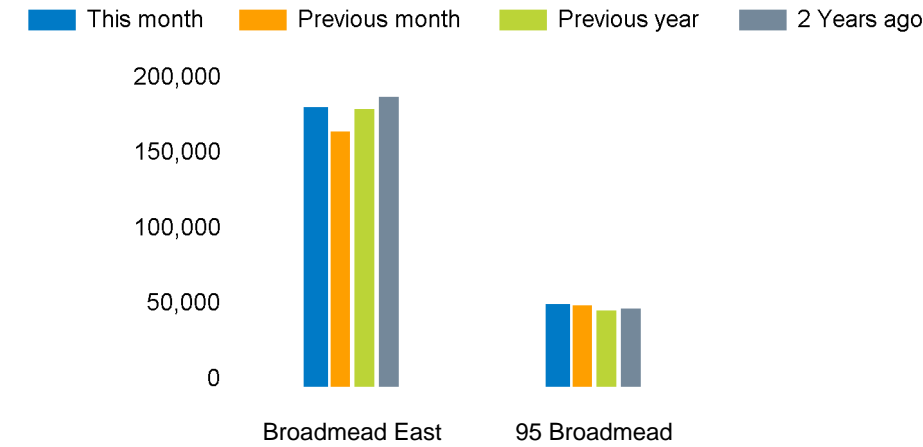
Footfall Counts by week of month

The figures shown below are calculated using weekly totals.



Footfall Counts by location

The figures shown below are calculated using weekly averages.



This Month	175,926	53,356
Previous Month	162,364	54,197
Previous Year	176,376	50,766
2 Years Ago	184,017	51,892
Year on Year %	-0.3 %	5.1 %

Footfall Counts by location



Reporting dates

This month - 05 October 2025 - 01 November 2025

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. January, 2025 to October , 2025 Vs January, 2024 to October , 2024

Year on Year % Change is the % change in footfall for this month compared to the same week in the previous year. October, 2025 Vs October, 2024

Month on Month % Change is the % change in footfall for this Month from the previous Month. 10 2025 Vs 9 2025